

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: R.D. Ellis et al. Attorney Docket No.: 130081  
Application No.: 09/998,901 Art Unit: 3622 / Confirmation No: 4144  
Filed: November 29, 2001 Examiner: M. Bekerman  
Title: METHOD AND SYSTEM FOR DYNAMICALLY INCORPORATING  
ADVERTISING CONTENT INTO MULTIMEDIA ENVIRONMENTS

**AMENDMENT SUBMITTED WITH RCE**

Seattle, Washington 98101

June 30, 2008

TO THE COMMISSIONER FOR PATENTS:

**INTRODUCTORY COMMENTS**

Please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of the claims, which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 7 of this paper.

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